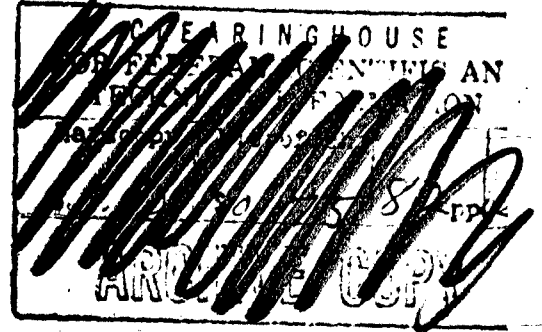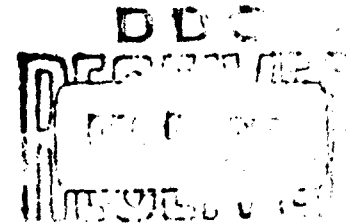DEPARTMENT OF SOCIOLOGY

UNIVERSITY OF PITTSBURGH

ATTITUDES TOWARD CIVIL DEFENSE.

AN EXAMINATION OF THE ATTRIBUTION

OF MAXIMUM APPROVAL

BY

J. ELLIOT SELDIN

20050301016

This report is one in a series of reports documenting the con-
tinuing analysis of data from the national surveys that have
been conducted by the Research Office of Sociology at the
University of Pittsburgh for OCD-OS-63-48. Studies of Civil
Defense and Cold War Attitudes. These analyses are further
supplemented by data from the studies available at the Civil
Defense Data Bank maintained by this office.

The scope and variety of the data available permit a wide range
of type and direction of analysis. The data offers great poten-
tial in that it can effectively support both broad scope and
discretely detailed modes of analysis. Although each report
published is a self-contained unit of analysis it also contrib-
utes to an overall analytic schema and its findings support and
define further analytic efforts and contribute to the design
of research instruments.

The present report examines those components of support and
resistance with regard to Civil Defense programs that are a
function of perceptions of the views and attitudes of signifi-
cant others. To what extent do supporters of Civil Defense
regard themselves as "standing alone" or do they feel that
their neighbors, people of importance and people "like them"
also share their views? How accurate is the public's assess-
ment of its own opinion? Who are the individuals most influen-
tial in molding public opinion on these issues? These and
related questions are dealt with in this report. The data con-
tained in the 1963 national survey most comprehensively
explored the dimensions relevant to this analysis and was thus
chosen as the base for the report.

i

ATTITUDES TOWARD CIVIL DEFENSE: AN EXAMINATION
OF THE ATTRIBUTION OF MAXIMUM APPROVAL

SUMMARY OF THE REPORT

Table of Contents

ATTITUDES TOWARD CIVIL DEFENSE: AN EXAMINATION
OF THE ATTRIBUTION OF MAXIMUM APPROVAL (Synopsis)

I.

What picture does the American public have of other peoples'
attitudes toward Civil Defense? It is this question, the ques-
tion of ascertaining the attitudes we attribute to others,
that serves as the major focus of this report. More specifi-
cally, how favorable do we feel others to be toward Civil Defense
programs and what are some of the factors that lead us to these
perceptions of others?

There are five general topics that will be covered:

1. What does a sample of the American population believe
   to be the attitudes toward civil defense held by their
   fellow countrymen?

2. Looking more closely, what attitudes do various sectors
   of this sample attribute to their own collectivity and
   other collectivities relative to civil defense?

2. How does the American sample itself feel about civil
   defense?

4. What influence does a person's own feelings about civil
   defense have on his perceptions of other peoples' feelings?

5. What are the combined influences of collectivity mem-
   bership and ones own feelings on the attitudes we attri-
   bute to others relative to civil defense?

As we examine the five questions presented above we will focus
on the attribution of maximum approval, i.e., the belief that a
group or individual is highly favorable toward Civil Defense
programs.

II.

Our data is drawn from "Foreign Affairs and Civil Defense"
(Survey SRS-110) a study done under the direction of Dr. Jiri
Nehnevajsa of the Research Office of Sociology, University of
Pittsburgh in the Summer of 1963. A sample of 1434 respondents
was selected from the American adult population.

In "Foreign Affairs and Civil Defense" there are sets of ques-
tions in which respondents were asked to estimate the desira-
bility of Civil Defense programs which they believe represent

the attitudes of various groups or individuals (see Appendix A
for a complete list of the attributed desirability questions).
These questions will serve as our <u>attributed desirability indi-
cators</u>. Respondents were given seven choices ranging from -3
through zero to +3. The +3 response represents the most
desirable answer possible, i.e., <u>the attribution of maximum
approval</u> to a group or individual. We have also constructed an
index to measure the respondent's own personal feelings toward
Civil Defense. Respondents were classified as personally
exhibiting maximum approval, approval and indifference or oppo-
sition toward Civil Defense (for a fuller discussion of the
index see Appendix B).

Finally, various categories such as age, sex and education have
been chosen in order to "divide" our sample into subunits (one
may examine Appendix B to see the dividing points employed to
delimit various population characteristics).

The basic variables around which this report will revolve are
<u>attributed desirability</u> (what are believed to be the evaluations
of others), <u>personal favorability</u> toward Civil Defense and <u>popu-
lation characteristics</u> (ones location in the social structure).
With these variables we hope to shed light on the image people
have of others and some of the factors that mold this image.

III.

1. <u>The American Sample and Attributed Desirability</u>

In order to ascertain the attribution pattern of respondents,
we asked them to estimate what they believed to be the attitudes
of 15 different groups and individuals toward Civil Defense.
The resulting distribution of <u>maximum approval attributions</u> is
presented below.

TABLE 1: ATTRIBUTIONS

Attributed Categories	% +3 Attributions
Married with children	66.5
Single	16.6
Large city residents	57.6
Small town residents	23.1
Farmers	16.7
Clergy	50.2
Congressmen	50.0
Mayor (of respondent's city)	49.7
Editor (of local paper)	45.7
President (mean)	39.8
Democrats	46.7
Republicans	38.0
President (mean)	39.8
Neighbors (mean)	35.3
Old	31.9
Young	23.9

Marital Status - When Americans are asked to estimate the attitudes of others toward Civil Defense, they attribute maximum approval most often to married people with children and attribute maximum approval least often to single persons. In Table 1 it can be seen that fully 66.5% of our sample believe that married persons with children exhibit maximum approval of Civil Defense, while only 16.6% believe such attitudes characterize single persons.

Residence - When examining attributions to residence, urban residents are seen as giving maximum approval to Civil Defense far more often than persons in small towns or on farms. The big city-small town difference is sizable, 57.6% to 23.1%.

Influentials - The attribution to "influentials" (i.e., social positions with particular relevance for opinion leadership) is interesting in its consistency and the fact that the mean percent for this category (47%) is higher

than that of any other. Clergymen, Congressmen, Mayors, Editors and the President of the United States are all seen quite frequently as highly in favor of Civil Defense. The percent figure for the President is itself a mean of percentages based on three questions dealing with specific Civil Defense situations, i.e., family shelters, public shelters, shelters in new buildings and the respondent's estimate of how the President feels toward these situations (see Appendix A). If the President's perceived attitude toward family shelters is eliminated, the revised mean (43.9%) even more closely approaches the attributions to other "influentials".1

Party Preference - Examination of party affiliation indicates that Democrats are more often perceived as exhibiting maximum approval of Civil Defense than are Republicans. This estimation is consistent with the maximum approval estimates for urbanites and congressmen (both predominantly Democratic in 1963).

Age - When age is considered, the young receive fewer maximum approval attributions than the old. However, both extremes of the age continuum receive relatively few maximum approval attributions when compared with the other sets of categories.

President and Neighbors - The issue of presidential and neighborhood attributed desirability is handled separately, because the questions used to measure these phenomena are different from the main attributed desirability indicators (see Appendix A), though the mean presidential score was employed as a rough index and classified with other "influentials". The three areas measured by presidential and neighborhood indicators are presented in Appendix B. For all areas measured the President more often receives maximum approval attributions than ones neighbors, which is consistent with the high standing of "influentials" generally.

2. Population Characteristics and Attributed Desirability

In the previous section we showed how 15 different groups and individuals (as measured by 19 attribution questions) were perceived by our sample relative to maximum approval of Civil Defense. In this section we will describe general propensities to attribute maximum approval to these 15 groups and individuals, in terms of the specific population characteristics possessed by members of our sample. (In Appendix D we give complete tables which can be examined in detail.)

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1. For related findings see "The Threat of War and American Public Opinion" by Gene Levine and John Modell, Bureau of Applied Social Research, Columbia University, November, 1964, Chap. V.

Marital Status - In general, people who are married or have been married are more likely to attribute maximum approval of Civil Defense across the nineteen categories, than those who are single.

Presence of Young Children - In general, people with children under twelve years old are more likely to attribute maximum approval, than those with no young children or no children at all.

Education - In general, the most highly educated persons (those with at least some college education) are less likely to attribute maximum approval, than those with lower educational attainments.

Income - In general, the higher the income the less likely the attribution of maximum approval.

Party Preference - For every attributed category, Democrats have a higher propensity to attribute maximum approval than Republicans.

Religion - Catholics (with the exception of attribution to the young) have a higher propensity to attribute maximum approval than Protestants.

Age - In general, the younger the respondent the more likely he is to attribute maximum approval.

Sex - In general, females are more likely to attribute maximum approval than males.

Residence - In rural areas, those in the more sparsely populated rural settlements (a county with no town over 10,000 persons) are more likely to attribute maximum approval than those in the larger towns. In urban areas, big city residents (a standard metropolitan area with 2 million persons or more) are more likely to attribute maximum approval than those in smaller metropolitan areas.[2]

The data in our study is of such nature that it permits more detailed analysis of specific attribution patterns. Thus we can examine, for instance, such things as the influence of membership

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2. When we have said that group A with a given population characteristic is more likely than group B to attribute maximum approval, we mean that for at least ten of the nineteen attributed categories, a larger proportion of the members of A attributed maximum approval than did the members of B.

in the group to which a respondent is making an attribution. One of the more interesting patterns in this regard involves residence.

TABLE 2:   RESIDENCE

% +3 Attribution

Population Characteristics (Residence)	Large Cities	Small Towns
Large urban	49.0	27.5
Small urban	54.4	23.5
Large rural	60.1	20.2
Small rural	70.2	20.2

On the attribution of maximum approval to large city residents, the smaller the population the greater the likelihood of making such an attribution. These large city attributions are not predictable from our general findings, because they are the reverse of the usual situation in which large urban residents allocate maximum approval attributions more often than residents of smaller urban communities across most of the nineteen attributed categories.

There is the possibility that the degree of social and/or geographic distance may be operating as a causal factor in the large city attributions. Thus the greater the social distance, the greater the likelihood of attributing maximum approval.

In the case of attribution to small town residents an interesting pattern emerges. Respondents from rural areas of varying population density are equally likely to attribute maximum approval to small town residents. This consensus is rather striking since for all the other attributed categories people in the more densely populated rural areas more often attribute maximum approval. The social distance postulate is useful in interpreting the urban responses relative to the small town attributions for the respondents in the more densely populated urban areas more often attribute maximum approval to small town residents. However, the consensus of rural respondents on the attribution to small town residents requires another explanation. It may be that this consensus of rural respondents is due to differing interpretations of the meaning of "small town" such that most rural inhabitants regardless of the population density of their respective areas believe that they live in a small town.

3. Personal Attitudes Toward Civil Defense

Up to this point we have examined the pattern of attributions for the total sample and some of its constituent elements. Now we shall examine the personal attitudes of respondents themselves and compare this with their attributions.

Employing a three-question index (see Appendix B) we find that 24% of our sample exhibits maximum personal approval of Civil Defense programs another 47% personally approve of Civil Defense programs, while 29% are personally neutral or opposed.

Since the questions employed to elicit personal attitudes differ from the ones used to determine attributions, direct comparisons are unwarranted. However, we can compare maximum approval attributions to specific groups and the maximum personal approval of members of these groups within our sample, in terms of relative rank. Presented below are the results for a set of groups to which attributions were made and of which there were representatives in our sample.

TABLE 3: SELECTED RANKED ATTRIBUTIONS AND PERSONAL ATTITUDES

Personal Attitudes (maximum approval)	Attributions (maximum approval)
1. Democrats	1. Married with children
2. Large city residents	2. Large city residents
3. Persons with children under 12	3. Democrats
4. Young persons	4. Republicans
5. Small town residents	5. Old persons
6. Old persons	6. Young persons
7. Republicans	7. Small town residents
8. Single persons	8. Single persons

In Table 3 we see a fairly high degree of agreement between the two sets of ranks. (The Spearman r_s /RHO/ ranked correlation coefficient is +.69 and employing a t test this result is statistically significant at the .02 level.) The clearest case of "inaccuracy" is found for Republicans. Republicans are thought to support Civil Defense programs more strongly than Republican members of our sample actually do.

4. The Influence of Personal Attitudes on Attributions

Since people in our sample differ in their personal attitudes toward Civil Defense programs it is of interest to us to know whether these differences, irrespective of particular population characteristics, influence the attribution of maximum

approval. <u>We find that the higher the personal favorability toward Civil Defense programs, the more likely the attribution of maximum approval to others.</u> This relationship holds across all 19 attribution categories.

5. Population Characteristics, Personal Attitudes and Attributed Perception

Earlier we have found that both the population characterisitcs and the personal attitudes of respondents influence the attribution of maximum approval. Taking these two factors together and examining their joint effect on attribution patterns leads to some interesting findings.

In examining the influence of population characteristics we found that some of these characteristics were more frequently associated with the attrih.cion of maximum approval than others. A further comparison of these characteristics indicates that within the population characteristics with the higher propensity to <u>attribute maximum approval</u> are also found higher proportions of persons who exhibited <u>maximum personal approval</u>. Further, the relationship between personal favorability and the attribution of maximum approval is strengthened by population characteristics and the relation between population characteristics and the attribution of maximum approval is strengthened by personal favorability. Thus if respondents exhibit both <u>maximum personal approval</u> and possess a <u>population characteristic with high propensity to attribute maximum approval</u>, they are more likely to <u>attribute maximum approval</u> than if they exhibit merely one but not the other of these predisposing factors.

Most of the relationships discussed in this section are summary statements of large masses of data, i.e., an overview of the general direction of relationship based on an examination of many discrete "bits" of data. For those who wish to look at the total data distribution or some of its parts in order to examine issues in more detail see Appendix F.

IV.

In our examination of what the American public believes to be the attitudes of their fellow countrymen toward Civil Defense, we have found that a whole range of groups and individuals are perceived as exhibiting a high measure of favorability toward Civil Defense and that the majority of our respondents themselves are personally favorable toward Civil Defense. Focusing on the

attribution of maximum approval we found that some groups and individuals are far more likely than others to receive such attributions and the maximum approval attributions taken as general patterns are influenced by the population character- istics and personal attitudes of respondents.

* * *

This report has involved the collection and analysis of large masses of data. What is perhaps most consistently striking about our findings is, that regardless of how the data are examined, we are confronted with a compelling realization that there is a very high positive valuation of Civil Defense pro- grams by the American public. Further, although almost everyone is believed by our respondents to support Civil Defense, "influentials" (e.g., the President and Congressmen) taken as a group are most consistently presumed to give maximum support to Civil Defense. Thus the public support for Civil Defense is combined with an expectation that those with the most direct impact on the operation of Civil Defense programs will be among the most ardent supporters of Civil Defense programs.

RESEARCH OBJECTIVES

This report is one in a series of topical reports based on the results obtained from the national opinion surveys conducted for OCD-OS-63-48, STUDIES OF CIVIL DEFENSE AND COLD WAR ATTI-TUDES. These surveys, based on national probability samples, focus on relevant public attitudes, opinion, information and behavior concerning ongoing and prospective civil defense efforts and the Cold War environment to which these efforts are a response.

National surveys are required by the necessity to fully evaluate actual and possible civil defense programs in their largest context. More "localized" research, such as study of a community or of a specific group, serves to provide significant insights, especially of process and dynamic, but cannot be regarded as a substitute for nation-wide probes. Only a probabilistic national sample can determine the degree and nature of existing consensus. The nation-wide survey can serve to verify the results of localized efforts and in turn can provide clues to problem areas that may best be examined in depth via a "local" study. An ability to feel the "pulse of the nation" on crtical issues is one of the prerequisites for selection and implementation of the best possible civil defense programs. This does not imply that the "best" programs need be the ones the population is most receptive to at a given time. In fact, such is not likely to be the case. But, the knowledge on the part of the Office of Civil Defense of the most probable strains, the major sources of potential resistance and support, and the images and know-ledge affecting actual behavior, should be instrumental in over-coming some of the difficulties necessarily associated with any major nation-wide effort.

To date the civil defense surveys have consisted of two annual national studies concerning civil defense and Cold War attitudes, conducted in the summers of 1963 and 1964, and a national survey on public acceptance of the proposed NEAR alerting system, admin-istered in January 1964. In order to monitor the state of mind of the population with regard to civil defense and to ascertain any trends or drifts of basic opinion, the national surveys have been conducted regularly and annually. In view of the fact that all three surveys have indicated very little shift in public response to the basic issues no national survey has been planned for 1965. Instead, efforts are being concentrated on further, more comprehensive analysis of the materials presently available. In the event of a shift in national or international events that suggests alteration of perceptions of civil defense options or basic public images of the Cold War environment, we are pre-pared to respond to a Civil Defense requirement for another national survey.

The major data requirements levied on the basic survey schedule instruments consist of the following considerations:

   (a) It is essential that a portion of the instrument be such that it can be utilized, without alteration (and certainly without major changes), repeatedly. In such repeated observations, the analysis of changes can best be anchored.

   (b) In addition to this core of the instrument, "topical" issues are included pertaining to the circumstances which prevail at the time of the survey (example: Cuban crisis).

   (c) In addition to the core and topical portions of the instrument, related items submitted by other researchers working on behalf of the Office of Civil Defense are included.

   (d) Relevant population characteristics are included in the instrument, observations upon what are customarily referred to as "face-sheet" variables (sex, education, etc.). This enables us to pinpoint the characteristics in terms of which our population is homogeneous, and those in terms of which it varies, with regard to the other variables of the inquiry.

The "core" items for the survey schedules primarily consist of sets of alternative future outcomes of the Cold War and of sets of alternative civil defense systems of the future. Each component of these sets is assessed by the respondents in the sample as to its probability of occurrence for a given time point in the future and its desirability to the individual respondent. On occasion, the respondent is also requested to assess the probability and desirability estimates of relevant others for sets of potential outcomes. The "topical" components are, of course, dependent upon the circumstances prevailing at the time of questionnaire make-up and the interests of the Office of Civil Defense. The 1963 survey included items on the Cuban crisis and the 1964 survey modified the "core" items on civil defense futures to include the alternative civil defense postures presented by Secretary Pittman to the hearing of the Armed Services Subcommittee in mid-1963.

RESEARCH METHODOLOGY

The methodology employed in STUDIES OF CIVIL DEFENSE AND COLD WAR ATTITUDES is essentially that associated with conventional large-scale national surveys, modified by elements of Outcomes methodology (the assessment of likelihood and desirability of alternative futures) and certain aspects of systems interpretation of attitudes and behavior based on the interlacing of analyses of perceptions of, and responses to, the Cold War environment and civil defense measures as a personal and national response to that environment.

The data-collection and sample design for all three surveys has been handled by the National Opinion Research Center of the University of Chicago. The two annual surveys were national probability samples of 1434 and 1464 Americans and the NEAR study was based on a national sample of 1402 Americans obtained from a probability block sample of 1500. The reports in this series are based on one or both of the two national samples. In a national probability sample every individual in the sampling universe (in these instances every adult American) has an equal and known likelihood of occurring in our final sample. Thus our national samples can be regarded with considerable confidence as "representative" of the total population. On such relatively invariant characteristics as sex and race the various samples are consistent with each other and with the corresponding proportions obtained from the national census. The differences between the original sampling frames of 1500 and the final sample are the result of the near impossibility of obtaining 100% success on "call-backs" (those individuals who were not available on the initial contacts) within a reasonable time period.

Each questionnaire schedule is designed and pre-coded with regard to possible response categories in such a manner that the data obtained can be readily entered onto punch cards. Upon receipt of these punch cards from the National Opinion Research Center the data contained in them is transferred to magnetic tape in order to facilitate use of the 7070 and 7090 IBM computers for processing of the data for analysis. The basic mode of analysis used in these reports is usually that of multi-variate tabular analysis. Here two or more variables are quantified and entered into a table format that permits examination of their mutual effect on each other's distribution of values. On occasion this approach will be supplemented by various statistical devices, such as the product-moment correlation coefficient which formally specifies the direction and extent of such relationships when given data characteristics obtain. In view of the relatively large size of our samples the applications of tests of significance of difference is often not particularly useful in that practically any difference will be found "significant" even though the objective size of the difference is substantively irrelevant.

The analysis performed on the data obtained from the national
surveys conducted by this office is supplemented by reference
to the results from a variety of studies sponsored by the Office
of Civil Defense. In the Data Bank at the University of Pitts-
burgh we have not only the final reports of most of these
research efforts, but in many cases the "raw" data on which
they are based. Possession of the actual punch cards allows
us to process the data of others so that more precise comparisons
of related findings can be made.

DEPARTMENT OF SOCIOLOGY
UNIVERSITY OF PITTSBURGH

ATTITUDES TOWARD CIVIL DEFENSE: AN EXAMINATION

OF THE ATTRIBUTION OF MAXIMUM APPROVAL

BY

J. ELLIOT SELDIN

TABLE OF CONTENTS

	Page Number

INTRODUCTION

What picture does the American public have of other peoples
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of ascertaining the attitudes we attribute to others, that serves
as the major focus of this report. More specifically, how favorable
do we feel others to be toward Civil Defense programs and what are
some of the factors that lead us to these perceptions of others?

There are five general topics that will be covered:

1. What does a sample of the American population
    believe to be the attitudes toward Civil Defense held
    by their fellow countrymen?

2. Looking more closely, what do various sectors of this
    sample attribute to their own collectivity and other
    collectivities relative to Civil Defense?

3. How does the American sample itself feel about Civil
    Defense?

4. What influence does a person's own feelings about
    Civil Defense have on his perceptions of other peoples
    feelings?

5. What are the combined influences of collectivity mem-
    bership and ones own feelings on the attitudes we
    attribute to others relative to Civil Defense?

Our report will contain the following sections: Procedures,
Findings, Conclusions and Appendices. Procedures will be devoted to
a general discussion of the central variables in this study and our
means of measuring them. Findings involves a presentation and inter-
pretation of data bearing directly on our five topics. Conclusions
will be a section in which we pull together the more important of
our findings. The appendices will contain detailed description of
operational measures and additional data distributions relevant to
Civil Defense attitudes.

I. PROCEDURES

Our data is drawn from "Foreign Affairs and Civil Defense" (Survey SRS-110) a study done under the direction of Dr. Jiri Nehnevajsa of the Research Office of Sociology, University of Pittsburgh in the summer of 1963. A sample of 1434 respondents was selected from the American adult population.

The central concern of our report involves the measurement of attributed desirability. In "Foreign Affairs and Civil Defense" there are sets of questions in which respondents were asked to estimate the desirability of Civil Defense programs which they believe represent the attitudes of various groups or individuals (see Appendix A for a complete list of the attributed desirability questions). These questions will serve as our attributed desirability indicators. Respondents were given seven choices ranging from -3 through zero to +3. The +3 responses represent the most desirable answer possible, i.e., the atttribution of maximum approval to a group or individual. Throughout this report we shall concentrate on this +3 response category. We know from prior studies that the American people are, in general, highly favorable toward Civil Defense programs.[1] Given the overwhelming support of Civil Defense we have chosen specifically to examine variation in the attribution of maximum approval to others.

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1. See for example, Martha Willis Anderson "The 1964 Civil Defense Postures: Probability and Desirability," September 1964, University of Pittsburgh, OCD-OS-63-48.

We are also concerned about a respondent's own *feelings* toward Civil Defense and the possible consequences of such feelings for attributed desirability. Thus we have constructed an index to measure the respondent's own personal feelings toward Civil Defense. Respondents were classified as personally exhibiting maximum approval, approval and indifference or opposition toward Civil Defense (for a fuller discussion of the index see Appendix B).

Finally, we wish to more determinately explore sectors of our sample. Therefore, various categories such as age, sex and education have been chosen in order to "divide" our sample into subunits (one may examine Appendix B to see the dividing points employed to delimit various population characteristics).

The basic variables around which this report will revolve are attributed desirability (what are believed to be the evaluations of others), Civil Defense Favorability Index (the personal attitudes of our respondents) and population characteristics (one's location in the social structure). With these variables we hope to shed light on the image people have of others and some of the factors that mold this image.

II. FINDINGS

1. The American Sample and Attributed Desirability

TABLE 1: ATTRIBUTIONS

Attributed Categories	% +3 Attributions
Married with children	66.5
Single	16.6
Large city residents	57.6
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Marital Status - When Americans are asked to estimate the atti-
tudes of others toward Civil Defense, they attribute maximum
approval most often to married people with children and attri-
bute maximum approval least often to single persons. In Table
1 it can be seen that fully 66.5% of our sample believe that
married persons with children exhibit maximum approval of Civil
Defense, while only 16.6% believe such attitudes characterize
single persons.

Residence - When examining attributions to residence, urban
residents are seen as giving maximum approval to Civil Defense

far more often than persons in small towns or on farms. The
big city-small town difference is sizable, 57.6% to 23.1%.

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positions with particular relevance for opinion leadership) is
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cent for this category (47%) is higher than that of any other.
Clergymen, Congressmen, Mayors Editors and the President of
the United States are all seen quite frequently as highly in
favor of Civil Defense. The percent figure for the President
is itself a mean of percentages based on three questions dealing
with specific Civil Defense situations, i.e., family shelters,
public shelters, shelters in new buildings and the respondent's
estimate of how the President feels toward these situations
(see Appendix A). If the President's perceived attitude toward
family shelters is eliminated, the revised mean (43.9%) even
more closely approaches the attributions to other "influentials".

Party Preference - Examination of party preference indicates
that Democrats are more often perceived as exhibiting maximum
approval of Civil Defense than are Republicans. This estima-
tion is consistent with the maximum approval estimates for
urbanites and congressmen (both predominantly Democratic in
1963).

Age - When age is considered, the young receive fewer maximum
approval attributions than the old. However, both extremes of
the age continuum receive relatively few maximum approval attri-
butions when compared with the other sets of categories.

The issues of presidential and neighborhood attributed desira-

bilities are handled separately, because the questions used to

measure these phenomena are different from the main attributed

desirability indicators which tap Civil Defense and fallout shel-

ters defined in a general sense (see Appendix A), though the mean

presidential score was employed as a rough index and classified with

other "influentials." Both the presidential and neighborhood indi-

cators tapped three areas--attributed attitudes toward public shelters,

family shelters and shelters in new buildings (the same areas as

tapped by our personal attitudes index--see Appendix B and section

3 of Findings).

For the President the attributed rank in descending order is new buildings, public shelters and family shelters. For one's neighbors the order is public shelters, new buildings and family shelters. However, for all areas the President more often receives maximum approval attributions, which is consistent with the high standing of "influentials" generally (see Table 2).

TABLE 2: SHELTER TYPES

Shelter Types	Attributions	
	President % +3	Neighborhood % +3
Buildings	44.8	36.1
Public shelters	43.0	42.2
Family shelters	31.8	27.7

Summary. We have found that when an American sample is asked to estimate the evaluations of various groups and individuals, they most often attribute maximum approval to married people with children. They see "influentials" as highly in favor of Civil Defense programs and also perceive city people and Democrats as quite favorable toward Civil Defense. The old and particularly young, the small town resident and the farmer receive considerably fewer maximum approval estimates. While both ones neighbors and Republicans are generally intermediate between these two extremes.[2]

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2. For the distribution of attributions from -3 through +3 see Appendix C.

2. Population Characteristics and Attributed Desirability

In this section we shall begin by outlining a set of general findings. There are nineteen attributed categories and nine population characteristics to be found in our study (each one of the population characteristics is divided into subtypes). We shall present the general direction of relationships, i.e., what people with specific population characteristics believe to be the attitudes of the fifteen different groups or individuals measured by our nineteen attributed categories relative to maximum approval of Civil Defense. (In Appendix D we give complete tables which can be examined in detail.)

Marital Status - In general, people who are married or have been married are more likely to attribute maximum approval of Civil Defense across the nineteen categories, than those who are single.

Presence of Young Children - In general, people with children under twelve years old are more likely to attribute maximum approval, than those with no young children or no children at all.

Education - In general, the most highly educated persons (those with at least some college education) are less likely to attribute maximum approval, than those with lower educational attainments.

Income - In general, the higher the income the less likely the attribution of maximum approval.

Party Preference - For every attributed category, Democrats have a higher propensity to attribute maximum approval than Republicans.

Religion - Catholics (with the exception of attribution to the young) have a higher propensity to attribute maximum approval than Protestants.

Age - In general, the younger the respondent the more likely he is to attribute maximum approval.

Sex - In general, females are more likely to attribute maximum approval than males.

Residence - In rural areas, those in the more sparsely populated rural settlements (a county with no town over 10,000 persons) are more likely to attribute maximum approval than those in the larger towns. In urban areas, big city residents (a standard metropolitan area with 2 million persons or more) are more likely to attribute maximum approval than those in smaller metropolitan areas.[3]

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Now let us examine a set of comparisons. The objective of this portion of the report is to see how some groups view themselves and other related groups.

TABLE 3: MARITAL STATUS AND PRESENCE OF CHILDREN

% +3 Attribution

Population Characteristics (Marital Status and Presence of Children)	Single	Married with Children
Single	22.0	53.3
Married	15.8	66.8
Once married	18.0	74.3
Children under 12	17.1	66.2
No children under 12	17.0	66.6

In Table 3, we notice that when single persons are asked to estimate the attitudes of single persons they are more likely to attribute maximum approval than those who are or were married (although for other attribution categories married - once married are more likely to attribute maximum approval). Indeed for the

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3. When we have said that group A with a given population characteristic is more likely than group B to attribute maximum approval, we mean that for at least ten of the nineteen attributed categories, a larger proportion of the members of A attributed maximum approval than did the members of B.

single person attributed category, no other group in our sample
attributes maximum approval as often as single persons themselves
(see Appendix D). It is also interesting to note that the once-
marrieds are more likely to attribute maximum approval to the
married with children category than those who are presently married.

Examining the lower portions of the table it can be seen that
those who have young children attribute maximum approval to married
with children as often as those persons without young children.
The findings are similar for the attribution to single persons as
well. These consensual results run counter to the more frequent
finding that those with young children are more likely to attribute
maximum approval than those without young children.

TABLE 4:   POLITICAL PREFERENCE

% +3 Attribution

Population Characteristics (Political Preference)	Republicans	Democrats	Congress
Republicans	37.9	39.4	45.7
Democrats	38.2	·52.3	53.6

There are three findings of some interest in Table 4. First,
Republicans do not recognize much difference between themselves and
Democrats when estimating maximum approval. Thirty-nine percent of
all the Republicans in our study attribute maximum approval to
Democrats. Second, while Democrats do perceive a difference between
themselves and Republicans, their attribution of maximum approval
to Republicans approximates Republicans attribution to this category.

(As we shall see later, Republicans and probably even Democrats have a "distorted" view of Republican-Democrat differences.) Finally, both Democrats and Republicans more frequently attribute maximum approval to Congressmen than they do to the rank and file of either party (though for Democrats, rank and file Democrats and congressmen receive almost the same number of attributions).

TABLE 5: AGE

% +3 Attribution

Population Characteristics (Age)	Young	Old
20-39 years old	26.5	31.4
40-59 years old	21.8	33.1
60+ years old	21.3	28.2

Since the younger the respondent the more likely the attribution of maximum approval, the columns of Table 5 suggest little that is surprising. Further, we note clear consensus, i.e., in all age groups there are more respondents who believe that old people exhibit maximum approval than there are those who attribute such approval to the young.

TABLE 6: RESIDENCE

% +3 Attribution

Population Characteristics (Residence)	Large Cities	Small Towns
Large urban	49.0	27.5
Small urban	54.4	23.5
Large rural	60.1	20.2
Small rural	70.2	20.2

On the attribution of maximum approval to large city residents, the smaller the population, the greater the likelihood of making such an attribution. These large city attributions are not predictable from our general findings, because they are the reverse of the usual situation in which large urban residents allocate maximum approval attributions more often than residents of smaller urban communities across most of the nineteen attributed categories.

There is the possibility that the degree of social and/or geographic distance may be operating as a causal factor in the large city attributions. Thus the greater the social distance, the greater the likelihood of attributing maximum approval. If this is true, it may also explain why the less educated (those who have not gone on to college) and low income groups (family income below $5,000 a year) are more likely to attribute maximum approval to "influentials."[4]

In the case of attribution to small town residents an interesting pattern emerges. Respondents from rural areas of varying population density are equally likely to attribute maximum approval to small town residents. This consensus is rather striking since for all the other attributed categories people in the more densely populated rural areas more often attribute maximum approval. The

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4. However, let us not be too optimistic about the ability of social distance to "integrate" our findings. For even if political affiliation can be exempted on the presumption that social distance as we use it is not a relevant concept, age cannot be so exempted and the old do not attribute maximum approval to the young more often than the young attribute to the young (see Table 5).

social distance postulate is useful in interpreting the urban
responses relative to the small town attributions for the respon-
dents in the more densely populated urban areas more often attri-
bute maximum approval to small town residents. However, the
consensus of rural respondents on the attribution to small town
residents requires another explanation. It may be that this
consensus of rural respondents is due to differing interpretations
of the meaning of "small town" such that most rural inhabitants
regardless of the population density of their respective areas
believe that they live in a small town or the presence of proxi-
mate ties to small towns even if the respondent does not believe
that he lives in one.

Summary. We have attempted in this section to describe the
general pattern of attributions in terms of differing population
characteristics. We have also looked at certain specific attributed
categories and related them to a limited set of population charac-
teristics (with a primary interest in examining the influence of
membership and non-membership in groups to which attributions were
made).

Those who were more likely to attribute maximum approval to
others were the married, persons with young children, the lesser
educated, the lower in income, Democrats, Catholics, young people,
females, largest city and smallest town (the ends of the residence
continuum) inhabitants. We have suggested that single persons were
particularly predisposed to attribute maximum approval to themselves,

that Democrats and particularly Republicans did not sufficiently
recognize in their attributions the "real" differences between
Democrats and Republicans (the nature of the "real" differences
will be discussed shortly), that there is high consensus among the
old and young on the relative ranking of old and young and that
social distance helps explain some of the attribution patterns of
respondents particularly when connected to residence.

3. Personal Attitudes Toward Civil Defense

Up to this point we have examined the pattern of attributions
for the total sample and some of its constituent elements. Now we
shall examine the personal attitudes of respondents themselves and
compare this with their attributions.

It will be remembered that our index of personal attitudes
toward Civil Defense (Appendix B) sets a much higher standard for
what will count as maximum approval. The respondent must average
+3 on three divergent items, with varying degrees of general desira-
bility for the American population. Thus we would not expect maximum
approval on the personal attitudes index to be as frequently
achieved as it is on most of our single item attribution categories.
Nonetheless, fully 24% of our sample exhibits maximum personal
approval of Civil Defense, another 47% support Civil Defense, while
29% are neutral or opposed (if the question of family shelters had
not been included in the index, the 29% figure would have been
reduced). We consider these results confirmation of the high degree
of public support for Civil Defense programs.

TABLE 7: PERSONAL ATTITUDES TOWARD CIVIL DEFENSE

	%
Maximum Approval	24.1
Approval	46.7
Indifference or Opposition	29.1

Though our index and attribution categories do not share similar percent distributions we can check for the "accuracy of attributions," by comparing relevant attribution categories with the "real attitudes" of certain population sectors, in terms of rank. Below is a table comparing attributed rank and "real" rank as measured by our personal attitudes index.

TABLE 8: SELECTED RANKED ATTRIBUTIONS AND PERSONAL ATTITUDES

Personal Attitudes (maximum approval)	Attributions (maximum approval)
1. Democrats	1. Married with children
2. Large city residents	2. Large city residents
3. Persons with children under 12	3. Democrats
4. Young persons	4. Republicans
5. Small town residents	5. Old persons
6. Old persons	6. Young persons
7. Republicans	7. Small town residents
8. Single persons	8. Single persons

In Table 8 we see a fairly high degree of agreement between the two sets of ranks. (The Spearman r_s /RHO/ ranked correlation coefficient is +.691 and employing a t test this result is statistically significant at the .02 level.) Though the attribution to married with children is perhaps somewhat greater than is merited (by their

rank in terms of the personal attitudes index) and Democrats are
not given sufficient attributed rank, both these types of people
are perceived quite often to be highly in favor of Civil Defense
and are in fact among the most favorably disposed toward Civil
Defense as measured by our personal attitudes index. Small town
residents, the young and the old, possess attributed ranks dif-
fering from their personal attitudes ranks. Nonetheless, these
kinds of people have been placed in relatively similar positions
in both ranking systems. Further the rank of small towns in the
personal attitudes column and its lack of agreement with the attri-
buted rank is a function of an operational decision, i.e., we chose
to define small town respondents as residents of the less densely
settled rural areas. If we had chosen instead to define these
respondents as residents of the more densely settled areas (coun-
ties with towns over 10,000), their rank in the personal attitudes
column would have been 6th and would more closely approximate the
attributed rank of small town residents. Since we do not know
the "image" our sample had of what a small town is, the lack of
consistency we have found is less than conclusive.

The clearest case of inaccuracy is found in the attribution
to Republicans versus the actual attitudes of Republicans. Repub-
licans are thought to support Civil Defense more strongly than they
actually do. Indeed Republicans themselves perceive little differ-
ence between themselves and Democrats, and while Democrats do attri-
bute maximum approval less frequently to Republicans (see section 2

of Findings) even they are not sufficiently aware of the "true"
attitudes of Republicans. Democrats, as with the total sample,
rank Republicans 4th on the attribution dimension. (See Appendix B
for the distribution of personal attitudes toward Civil Defense in
terms of various population characteristics).

Summary. We have found the American people to feel rather
favorably toward Civil Defense programs. That 71% of the American
population is favorable in some degree in favor of major Civil Defense
programs is, we believe, a minimum estimate. In the comparison of
the attribution of maximum approval with the "actual" distribution
of such approval, we found that attributions fairly accurately
mirror actuality, with the major exception being the overestimation
of Republican support.

4. The Influence of Personal Attitudes on Attributions

The data in Table 9 can be summarized quite simply. The higher
the personal favorability toward Civil Defense programs, the more
likely the attribution of maximum approval to others. This rela-
tionship holds across all maximum approval attributed categories.
Of those who are indifferent or opposed to Civil Defense, propor-
tionately fewer individuals attribute maximum approval to others,
than do those who themselves approve of Civil Defense. Of those
who approve of Civil Defense (but not maximally), proportionately
fewer attribute maximum approval to others than do those who
themselves exhibit maximum approval.

-18-

TABLE 9: PERSONAL ATTITUDES AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Personal Attitudes	Neighbors' Attitudes			President's Attitude					
	Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
Maximum approval	57.6	69.3	64.5	49.9	63.9	62.3	65.1	63.5	50.3
Approval	22.2	41.8	34.0	26.7	38.7	41.1	52.1	46.4	38.4
Indifference or opposition	11.4	20.1	15.9	24.7	32.2	35.9	34.3	33.2	26.9

Personal Attitudes	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Your Local Editor	Local Clergy
Maximum approval	33.3	47.5	81.7	26.5	77.8	38.2	31.6	69.4	66.0	71.0
Approval	22.4	30.7	70.2	15.7	57.6	21.2	13.7	49.9	44.7	49.9
Indifference or opposition	18.2	20.6	47.7	9.5	40.3	13.7	9.1	32.2	29.2	32.5

5. Population Characteristics, Personal Attitudes
   and Attributed Perception

We have found previously that people with certain population
characteristics are more likely to attribute maximum approval across
the nineteen attributed categories than others, and we have also
found that variation in personal attitudes is correlated with
variation in the attribution of maximum approval, such that the more
favorable an individual is toward Civil Defense the more likely he
is to believe others to be favorable. In this section we will exam-
ine some aspects of the personal attitude--population characteristic
interplay.

Can given population characteristics predict differences in the
distribution of maximum approval on the personal attitudes index?
Thus, e.g., if Democrats attribute maximum approval more often than
Republicans, do Democrats also have a greater proportion of persons
who personally exhibit maximum approval? The answer is yes. In
every instance where we have shown a general difference in the like-
lihood of attributing maximum approval based on differences in
population characteristics, the group attributing maximum approval
more often also has a larger proportion of its members who personally
exhibit maximum approval (see Appendix E).

Can the presence of given population characteristics be shown
to influence the effect of maximum personal approval upon the attri-
bution of maximum approval? We know that for the general population
maximum personal approval influences attributions, but are there
differences in this influence depending upon what kinds of people

in our sample possess such personal attitudes? Such seems to be
the case. Membership in groups with relatively high tendencies to
attribute maximum approval appears to strengthen the relationship
between maximum personal approval and the attribution of maximum
approval to others.

We have in mind two groups. In both groups all individuals
exhibit maximum personal approval, however, in one of these groups
all individuals also possess a population characteristic which
generally is not associated with frequent attributions of maximum
approval (for the moment let us call it characteristic X), while
in the other, all individuals possess a population characteristic
more frequently in association with the attribution of maximum
approval (characteristic Y). Y's who exhibit maximum personal
approval are more likely to attribute maximum approval than X's who
exhibit maximum approval. Thus certain population characteristics
(those more frequently associated with maximum approval attribu-
tions) have both a greater proportion of persons who are themselves
personally favorable and such personal maximum approval has greater
efficacy in producing maximum approval attributions. As a concrete
example of these relationships, Catholics are more likely than
Protestants to attribute maximum approval, 32% of the Catholics
personally exhibit maximum approval as opposed to 22% of the Protes-
tants, and on the attribution to small town residents, 45% of the
Catholics who personally exhibit maximum approval attribute maximum
approval, while 35% of the Protestants who personally exhibit

maximum approval attribute maximum approval to those in small towns
(see Appendices E and F).

When considering the influence of personal attitudes on attri-
butions, we have seen their effect mediated by the population char-
acteristics of respondents. We must emphasize that first, this is
the general direction of our findings and second, there is an excep-
tion. Though Democrats have a higher propensity to attribute maximum
approval than do Republicans, Republicans who exhibit maximum per-
sonal approval are more likely to attribute maximum approval than
Democrats who exhibit maximum personal approval.

We know that for the population as a whole, personal attitudes
are correlated with attributions, such that the greater the personal
favorability the more likely the attribution of maximum approval.
Does this relationship hold when we examine personal attitudes within
various population sectors? In general, within all population characteris-
tics, across all the attributed categories, the more one favors
Civil Defense the more likely one is to attribute maximum approval
to others.

Most of the relationships discussed in this section are summary
statements of large masses of data, i.e., an overview of the general
direction of relationship based on an examination of many discrete
"bits" of data. For those who wish to look at the total data distri-
bution or some of its parts in order to examine issues in more detail,
see Appendix F.

<u>Summary</u>.   There were three basic findings in this section.
First, population characteristics with higher propensities to
attribute maximum approval had higher proportions of respondents
who personally exhibited maximum approval.   Second, in general, the
influence of personal attitudes was mediated by the population char-
acteristics of the respondents involved.   For people possessing
population characteristics with higher propensities to attribute
maximum approval, the presence of maximum personal approval led
more often to the attribution of maximum approval than for people
with population characteristics less frequently associated with the
attribution of maximum approval.   Third, the relationship between
personal attitudes and attributions, in the form of "the more favorable
the personal attitudes the more likely the attribution of maximum
approval," holds in general within all population characteristics
across the various attributed categories.

III. CONCLUSION

This report has gone through a series of stages. We began by looking at the picture the American public has of others, i.e., taking the respondent sample as a whole, we described the beliefs they have of others attitudes toward Civil Defense. Our respondents were asked to estimate the attitudes of a number of groups and individuals. After drawing the picture they have of others, we divided our sample into a number of parts in order to determine the likelihood of people with differing population characteristics to attribute to others maximum approval of Civil Defense. This general propensity of kinds of people in our sample to make attributions was then examined with greater specificity. We looked at particular groups to which attributions were made with special reference to people in our sample that were members of these groups. Next we determined the actual feelings toward Civil Defense which our respondents exhibited and then examined the influences of ones personal feelings upon the estimates made of others. Lastly, we described the combined effect of personal attitudes and particular population characteristics upon the attributions made to groups and individuals.

We have found that when attributing attitudes toward Civil Defense to others, for every group or individual to which attributions were made, the majority of our respondents attributed some measure of favorability. Also, when examining the actual feelings of our respondents, the majority of respondents regardless of population characteristics, exhibited some measure of favorability. Thus though

there is variation in attribution patterns and actual attitudes, most people support Civil Defense and most people believe that a whole range of differing groups and individuals support Civil Defense.

Given the overwhelming support of Civil Defense, we concerned ourself with analysis of the attribution of maximum approval, i.e., the belief that a group or individual has a very high degree of favorability toward Civil Defense. The attribution of maximum approval varies widely. Married persons with children, urbanites and Democrats were frequently presumed to exhibit maximum approval, while rural folk and single persons were much less often believed to have this attitude.

We found that we could predict general propensities to attribute maximum approval to others based on the kinds of population characteristics our respondents possessed. Thus, e.g., Democrats are more likely to attribute maximum approval to all groups and individuals mentioned in the questionnaire than Republicans. Also when we looked at specific groups to which attributions were made we were able to discover certain patterns related to the population characteristics of respondents. In this regard we found, e.g., the greater the social and/or geographic distance from an urban environment the greater the likelihood to attribute maximum approval to urbanites (these "special cases" often ran against the general attribution trends of various population characteristics).

Given the attribution patterns, how did they relate to the "actual" attitudes of representatives in our sample of some of the

groups to which attributions were made? Thus, e.g., attributions were made to single persons, and we had data on the actual feelings of the single people in our sample. When we examined that set of groups for which we had attributions and for which there were members in our sample and compared their relative ranks, we found fairly high agreement. The number of people who thought a group exhibited maximum approval was a good predictor of the extent to which that group, in fact, exhibited maximum approval. The major exception to this was the overestimation of Republican support. Further, just as we found that certain people were more likely than others to attribute maximum approval (as a general propensity), ones personal attitudes toward Civil Defense influenced ones attributions. The more one personally favored Civil Defense the more one was likely to attribute maximum approval to others. The influence of population characteristics and personal attitudes as we have discussed them, refers to their effect on general attribution levels (propensity to attribute maximum approval) rather than on rank within a distribution of attributions.

Finally, in the analys's of the population characteristics-- personal attitudes interplay, we found that within population characteristics with higher likelihoods to attribute maximum approval there were greater proportions of respondents who personally exhibited maximum approval, and that such personal approval within these population characteristics was more efficacious in leading to maximum attributed approval. The personal attitude-attribution relationship (the more you favor Civil Defense the more you think others do) was maintained within all population characteristics.

To measure attributed desirability two questions were used.
The main operational measure had the following form:

> Individuals and various groups have different views on
> Civil Defense programs, particularly about <u>fallout shel-
> ters</u>. If you think that a group or individual that I am
> going to ask about is very much <u>in favor</u> of Civil Defense,
> use <u>plus 3</u>. If you think that the individual or group
> is very much <u>opposed</u> to Civil Defense, use <u>minus 3</u>. Zero
> means that an individual or group is neutral about Civil
> Defense, neither for it or against it. You can use any
> number to express how much for, or against, Civil Defense
> the various individuals and groups are.

> (-3) (-2) (-1) (0) (+1) (+2) (+3)

> U.S. Congress
> Democrats
> Republicans
> Younger people
> Older people
> Married people with children
> Single people
> People in large cities
> People in small towns
> Farmers
> Mayor of your (town) (city)
> Editor of main local newspaper
> Local clergymen

In addition we measured attribution to neighbors and the Presi-
dent. We asked our respondents to estimate how "people in your
neighborhood" and how the President might respond to various Civil
Defense situations. How desirable would neighbors and the President
feel toward situations in which:

1. Most American families will have family fallout shelters
   with financial help from the Government (family shelter
   indicator).

2. With Federal aid most communities will build public fallout
   shelters to house everyone (public shelter indicator).

3. A Federal law will require certain new buildings to include fallout shelters. Federal aid will be given for this added cost (shelters in buildings indicator).

Respondents were given the plus three through minus three scale in order to answer these questions.

APPENDIX B

The Personal Favorability Index employs the same questions (family shelters, public shelters and shelters in new buildings) that measured neighborhood and presidential attributions, however, in this instance respondents were asked "how much you _personally_ want" these Civil Defense situations. If respondents answered plus three on _all_ three of the personal favorability questions, they were classified as exhibiting maximum personal approval. All respondents whose average across the three questions fell between plus one and plus 2.9 were considered to exhibit approval while all those with less than a plus one average were placed in one category which we labeled as indifferent or opposed.

The tables in Appendix C show the distribution of responses to the nineteen questions we used to measure attributed desirability. For each question we indicate the percent of the total sample that chose a particular alternative between +3 and -3.

Table 10

Most American families will have family fallout shelters with financial help from the Government. (Neighborhood Desirability)

Attribution	%
(-3)	8.3
(-2)	5.8
(-1)	7.3
(0)	16.2
(+1)	18.1
(+2)	16.7
(+3)	27.7

Table 11

With Federal aid most communities will provide public fallout shelters to house everyone. (Neighborhood Desirability)

Attribution	%
(-3)	4.6
(-2)	3.5
(-1)	3.5
(0)	8.4
(+1)	17.0
(+2)	20.8
(+3)	42.2

Table 12

A Federal law will require certain new buildings to
include fallout shelters. The builder will pay for
this shelter. (Neighborhood Desirability)

Attribution	%
(-3)	14.9
(-2)	6.7
(-1)	8.9
(0)	20.2
(+1)	15.4
(+2)	12.6
(+3)	21.3

Table 13

Most American families will have family fallout shel-
ters with financial help from the Government. (Presi-
dential Desirability)

Attribution	%
(-3)	9.3
(-2)	4.8
(-1)	9.4
(0)	6.5
(+1)	20.6
(+2)	17.5
(+3)	31.8

Table 14

With Federal aid most communities will provide public
fallout shelters to house everyone.   (Presidential
Desirability)

Attribution	%
(-3)	5.1
(-2)	3.1
(-1)	5.5
(0)	4.3
(+1)	19.7
(+2)	19.4
(+3)	43.0

Table 15

A Federal law will require certain new buildings to
include fallout shelters.   Federal aid will be given for
this added cost.   (Presidential Desirability)

Attribution	%
(-3)	5.1
(-2)	2.9
(-1)	6.4
(0)	4.5
(+1)	17.2
(+2)	19.2
(+3)	44.8

Table 16

How do you imagine the U.S. Congress feels about Civil Defense? (Desirability)

Attribution	%
(-3)	1.0
(-2)	.9
(-1)	1.5
(0)	8.6
(+1)	15.7
(+2)	22.3
(+3)	50.0

Table 17

How do you imagine Democrats feel about Civil Defense? (Desirability)

Attribution	%
(-3)	.7
(-2)	.8
(-1)	1.5
(0)	8.8
(+1)	15.6
(+2)	25.8
(+3)	46.7

Table 18

How do you imagine Republicans feel about Civil Defense?
(Desirability)

Attribution	%
(-3)	1.4
(-2)	1.2
(-1)	3.8
(0)	11.6
(+1)	19.5
(+2)	24.5
(+3)	38.0

Table 19

How do you imagine younger people feel about Civil
Defense? (Desirability)

Attribution	%
(-3)	1.9
(-2)	3.0
(-1)	5.1
(0)	33.9
(+1)	17.7
(+2)	14.5
(+3)	23.9

Table 20

How do you imagine older people feel about Civil Defense?
(Desirability)

Attribution	%
(-3)	1.8
(-2)	2.3
(-1)	4.6
(0)	17.8
(+1)	19.6
(+2)	22.0
(+3)	31.9

Table 21

How do you imagine married people with children feel
about Civil Defense? (Desirability)

Attribution	%
(-3)	.8
(-2)	.6
(-1)	.7
(0)	2.7
(+1)	9.5
(+2)	19.2
(+3)	66.5

Table 22

How do you imagine single people feel about Civil Defense?
(Desirability)

Attribution	%
(-3)	1.3
(-2)	2.4
(-1)	3.7
(0)	29.0
(+1)	27.0
(+2)	20.1
(+3)	16.6

Table 23

How do you imagine people in large cities feel about
Civil Defense? (Desirability)

Attribution	%
(-3)	1.0
(-2)	.9
(-1)	1.1
(0)	7.5
(+1)	11.4
(+2)	20.5
(+3)	57.6

Table 24

How do you imagine people in small towns feel about Civil
Defense? (Desirability)

Attribution	%
(-3)	1.3
(-2)	2.8
(-1)	7.1
(0)	21.0
(+1)	25.2
(+2)	19.4
(+3)	23.1

Table 25

How do you imagine farmers feel about Civil Defense?
(Desirability)

Attribution	%
(-3)	3.4
(-2)	4.7
(-1)	9.1
(0)	32.1
(+1)	19.9
(+2)	14.0
(+3)	16.7

Table 26

How do you imagine the mayor of your town (city) feels about Civil Defense?   (Desirability)

Attribution	%
(-3)	.5
(-2)	.9
(-1)	1.2
(0)	9.6
(+1)	15.9
(+2)	22.2
(+3)	49.7

Table 27

How do you imagine the editor of .ne main local newspaper feels about Civil Defense? (Desirability)

Attribution	%
(-3)	.8
(-2)	.8
(-1)	1.7
(0)	9.2
(+1)	17.0
(+2)	24.9
(+3)	45.7

Table 28

How do you imagine the local clergymen feel about Civil Defense? (Desirability)

Attribution	%
(-3)	.6
(-2)	.8
(-1)	2.1
(0)	8.7
(+1)	15.8
(+2)	21.9
(+3)	50.2

APPENDIX D

In this appendix we divide our sample into groups, in order to determine the attribution patterns of people with various population characteristics. The tables concern only the attribution of maximum approval and indicate the percentage of persons within particular groups that attribute maximum approval to the individuals and groups examined in our report.

TABLE 30: EDUCATION AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Education)	Neighbors' Attitudes			President's Attitude					
	Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
Grammar school or less	33.6	47.6	39.4	33.9	44.4	43.3	52.9	50.4	35.8
Some high school	32.5	43.4	37.5	36.8	45.2	47.7	53.8	49.8	38.6
Completed high school	25.6	43.3	37.4	29.3	42.6	43.2	52.4	47.4	41.3
College or more	21.0	35.4	30.9	28.7	40.3	45.4	41.6	40.3	35.2

Population Characteristics (Education)	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Grammar school or less	24.1	37.9	69.2	23.6	65.0	29.7	21.3	52.8	50.0	54.6
Some high school	30.9	39.1	74.7	18.8	62.8	29.2	22.7	56.1	52.9	58.2
Completed high school	20.7	29.8	67.1	16.4	57.2	20	15.4	51.3	44.4	51.5
College or more	18.9	22.8	56.1	11.5	47.2	14.8	9.0	40.1	37.5	38.2

TABLE 29: MARITAL STATUS AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Marital Status)	Neighbors' Attitudes			President's Attitude					
	Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
Single	22.0	39.0	32.2	27.7	42.0	39.5	42.1	41.4	32.2
Married	27.9	42.2	36.2	32.3	43.0	45.6	49.8	46.8	38.1
Once married	28.9	44.0	37.7	31.4	44.0	43.8	57.0	50.0	40.9

Population Characteristics (Marital Status)	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Single	18.2	28.5	53.3	22.0	46.3	22.6	13.9	49.6	38.9	47.8
Married	24.0	32.2	66.8	15.8	56.8	23.1	17.4	48.7	44.5	49.8
Once married	27.6	32.5	74.3	18.0	70.4	23.1	14.5	55.8	57.9	54.9

TABLE 31: PRESENCE OF CHILDREN AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Presence of Children)	Neighbors' Attitudes			President's Attitude					
	Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
No children under 12 years old	24.8	43.7	35.3	33.2	45.1	?.5	46.9	41.5	36.3
Children under 12 years old	32.6	40.9	36.5	31.9	43.4	44.5	53.7	48.9	40.2

Population Characteristics (Presence of Children)	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
No children under 12 years old	22.0	31.5	66.6	17.0	55.3	22.8	15.9	48.0	45.0	48.5
Children under 12 years old	25.1	33.8	66.2	17.1	60.6	24.9	19.7	53.1	48.3	54.1

TABLE 32: FAMILY INCOME AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Family Income)	Neighbors' Attitudes			President's Attitude					
	Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
Family Income $4,999 or less	29.9	43.9	36.7	34.7	44.3	44.2	50.0	46.2	35.2
Family Income $5,000 or less	29.1	42.8	37.2	30.1	44.0	45.7	51.6	48.0	39.5
Family Income $10,000 or more	18.5	35.9	30.8	30.1	37.8	41.2	46.0	44.2	39.0

Population Characteristics (Family Income)	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Your Local Editor	Local Clergy
Family Income $4,999 or less	27.3	35.3	70.0	21.3	65.2	25.6	20.2	52.9	50.2	54.4
Family Income $9,000 or less	23.3	31.4	66.8	14.2	55.1	22.6	14.9	50.5	44.8	50.4
Family Income $10,000 or more	17.6	24.9	57.7	11.8	48.7	17.9	12.1	40.7	38.2	41.3

TABLE 33: AGE AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Age)	Neighbors' Attitudes			President's Attitude					
	Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
39 years old or less	31.5	44.3	38.6	27.3	39.1	40.8	53.6	50.5	42.5
59 years old or less	23.9	40.4	34.5	36.8	44.9	48.1	47.7	43.6	33.3
60 years old or more	22.3	39.7	31.9	30.7	51.4	47.1	40.6	42.5	35.8

Population Characteristics (Age)	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Your Local Editor	Local Clergy
39 years old or less	26.5	31.4	66.3	17.6	59.1	23.1	17.6	53.2	46.8	52.9
59 years old or less	21.8	33.1	66.4	15.4	55.5	22.8	15.9	47.7	44.8	47.7
60 years old or more	21.3	28.2	66.7	15.7	57.6	21.8	14.9	41.9	45.0	48.0

TABLE 34: POLITICAL PREFERENCE AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Political Preference)	Neighbors' Attitudes			President's Attitude					
	Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
Republican	23.8	35.0	32.7	29.3	40.3	45.0	45.7	39.4	37.9
Democrat	30.4	46.6	37.9	34.0	46.0	46.4	53.6	52.3	38.2

Population Characteristics (Political Preference)	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Republican	22.5	26.7	61.8	15.0	53.4	20.4	13.6	42.9	41.1	45.9
Democrat	25.4	34.4	69.8	17.5	59.8	26.5	18.8	53.2	48.3	54.0

TABLE 35: RELIGION AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Religion)	Neighbors' Attitudes			President's Attitude			Congress	Democrats	Republicans
	Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings			
Protestant	25.0	38.6	33.7	30.5	40.6	42.8	49.2	45.0	36.6
Catholic	34.8	52.9	44.0	35.0	47.3	48.2	52.9	51.2	40.5

Population Characteristics (Religion)	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Protestant	24.8	29.3	65.7	15.4	57.5	20.2	15.2	47.5	45.0	48.4
Catholic	22.1	38.3	70.9	18.8	59.9	30.5	20.9	56.5	48.4	55.0

TABLE 36: SEX AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Sex)	Neighbors' Attitudes			President's Attitude			Congress	Democrats	Republicans
	Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings			
Male	28.3	40.7	36.8	33.3	43.9	47.0	44.4	44.6	35.7
Female	27.1	43.4	35.6	30.5	42.1	42.9	54.8	48.6	39.9

Population Characteristics (Sex)	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Your Local Editor	Local Clergy
Male	20.0	33.1	62.3	13.2	51.8	19.6	14.1	43.7	42.4	47.6
Female	27.2	30.8	70.0	19.5	62.5	26.1	18.9	55.0	48.4	52.4

TABLE 37: RESIDENCE AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Residence)	Neighbors' Attitudes			President's Attitude			Congress	Democrats	Republicans
	Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings			
Metropolitan, 2 million plus	32.6	45.0	41.5	33.2	42.4	45.6	51.0	48.7	39.5
Smaller metropolitan (less than 2 million)	26.3	41.2	35.5	29.1	43.4	41.8	48.3	47.3	36.9
Rural county with city of 10,000 plus	25.5	40.0	30.9	32.3	39.7	43.2	49.1	39.3	34.9
Rural county with no city of 10,000	26.8	42.7	35.6	35.0	45.0	50.5	52.9	49.0	40.7

Population Characteristics (Residence)	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Metropolitan, 2 million plus	26.5	40.4	66.7	15.9	49.0	27.5	19.9	53.6	49.8	58.1
Smaller metropolitan (less than 2 million)	20.5	33.0	68.6	17.6	54.4	23.5	16.0	50.2	46.7	51.1
Rural county with city of 10,000 plus	22.3	22.5	57.0	13.6	60.1	20.2	11.8	44.8	36.0	41.4
Rural county with no city of 10,000	28.4	27.7	69.2	17.5	70.2	20.2	18.2	48.2	46.1	46.6

In this section we describe the distribution of personal atti-
tudes toward Civil Defense in terms of the population characteristics
of respondents. For every population characteristic in our study
the relative percentages of persons holding differing attitudes
toward Civil Defense is presented.

TABLE 38: POPULATION CHARACTERISTICS AND PERSONAL ATTITUDES

	Personal Favorability Toward Civil Defense		
Population Characteristics	Maximum % Approval	Approval	Indifference or Opposition
Marital Status			
Single	16.8	49.6	33.6
Married	23.7	47.3	28.9
Once married	30.6	41.6	27.7
Education			
Grammar school or less	24.4	53.3	22.2
Some high school	31.8	43.4	24.8
Completed high school	24.7	46.9	28.2
College or more	16.0	43.9	40.0
Presence of Children			
No children under 12 yrs. old	22.0	49.7	28.1
Children under 12 yrs. old	26.6	43.3	29.9
Family Income			
Family income $4,999 or less	25.6	50.0	24.2
Family income $9,000 or less	24.8	46.1	28.9
Family income $10,000 or more	19.1	40.7	40.2
Age			
39 years old or less	25.4	46.3	28.2
59 years old or less	23.9	45.6	30.3
60 years old or more	21.6	50.7	27.7
Political Preference			
Republican	18.2	44.6	37.2
Democrat	28.5	48.7	22.7

TABLE 38: (continued)

Personal Favorability Toward Civil Defense

Population Characteristics	Maximum % Approval	Approval	Indifference or Opposition
Religion			
Protestant	21.6	48.0	30.3
Catholic	31.1	44.5	24.3
Sex			
Male	23.0	45.7	31.1
Female	25.0	47.5	27.4
Residence			
Metropolitan, 2 million plus	27.8	43.4	28.9
Smaller metropolitan (less than 2 million)	22.7	46.6	30.5
Rural county with city of 10,000 plus	20.8	48.2	31.0
Rural county with no city of 10,000	25.3	49.0	25.6

APPENDIX F

In this the last of our appendices we examine the population characteristic--personal attitudes interplay. Taking the various population characteristics we separate persons within each group into those who exhibit maximum approval, approval and indifference or opposition, as measured by the Personal Favorability Index. In the tables that follow we can now compare attribution patterns within population characteristics based on the differing personal attitudes of respondents and describe the percentage within each population characteristic--personal attitude subgroup that attributes maximum approval across the nineteen attributed categories.[5]

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5. In these tables PFI = Personal Favorability Index and relative to the index, MA = maximum approval, A = approval and IO = indifference or opposition.

TABLE 39: MARITAL STATUS, PERSONAL FAVORABILITY AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Marital Status)	PFI	Neighbors' Attitudes			President's Attitude					
		Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republican
Single	MA	57.1	66.7	71.4	52.4	57.1	66.7	47.4	47.4	35.0
	A	19.0	39.7	29.3	25.9	44.8	32.8	45.0	44.8	33.9
	IO	7.7	23.1	15.4	17.5	30.0	35.0	35.7	33.3	28.2
Married	MA	57.6	69.7	63.0	49.6	63.1	61.8	65.5	64.3	52.5
	A	22.6	41.6	34.5	27.2	38.7	42.2	52.1	46.4	38.0
	IO	11.9	20.2	16.8	26.1	33.1	37.5	33.1	32.8	26.3
Once married	MA	56.0	67.3	68.0	50.0	73.1	65.4	70.0	66.0	44.9
	A	21.4	45.7	34.3	24.3	33.3	40.0	58.0	47.1	44.8
	IO	10.9	17.0	10.6	21.3	27.7	25.5	41.3	36.4	30.2

Population Characteristics (Marital Status)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Single	MA	26.3	47.6	61.9	25.0	35.0	33.3	25.0	63.2	41.2	61.1
	A	18.0	23.3	60.0	23.0	54.1	21.3	13.3	50.8	46.6	52.5
	IO	14.6	26.2	39.0	19.0	40.5	19.0	9.5	40.0	24.2	33.3
Married	MA	32.5	47.2	84.0	25.9	79.5	39.9	33.8	69.5	66.5	71.5
	A	23.0	32.0	70.1	15.1	56.7	20.6	13.5	48.9	42.4	46.9
	IO	18.5	20.0	46.9	8.3	37.7	13.4	10.0	30.6	29.1	32.4
Once married	MA	41.5	50.9	79.2	30.8	86.5	30.8	23.5	70.2	72.9	72.9
	A	21.4	26.8	79.2	14.1	67.1	25.7	15.7	56.7	59.7	55.4
	IO	20.0	20.0	60.9	9.1	57.4	10.6	2.3	37.5	35.1	32.5

TABLE 40: EDUCATION PERSONAL FAVORABILITY AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Education)	PFI	Neighbors' Attitudes			President's Attitude					
		Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
Grammar school or less	MA	60.8	66.2	64.4	52.7	63.5	58.1	68.6	71.0	50.7
	A	27.7	49.7	35.9	31.8	43.1	42.2	56.3	50.7	34.7
	IO	15.9	20.6	19.0	16.4	24.6	27.9	28.4	26.2	21.7
Some high school	MA	60.4	65.0	63.0	55.3	68.0	69.9	69.0	65.0	47.0
	A	20.7	40.7	33.3	29.9	36.5	37.2	51.8	47.8	38.3
	IO	17.3	21.0	12.5	24.7	30.9	37.0	37.3	33.8	28.0
Completed high school	MA	54.2	76.6	69.2	41.3	62.5	59.2	63.5	62.1	53.4
	A	20.5	40.0	33.5	25.5	38.5	41.5	52.8	46.4	40.4
	IO	7.8	18.1	14.7	25.0	31.9	31.9	42.0	36.0	31.9
College or more	MA	54.5	67.3	58.2	51.7	59.6	59.6	56.9	54.4	50.0
	A	19.9	37.2	33.3	20.5	36.5	42.9	47.1	40.8	39.5
	IO	9.2	21.1	17.6	28.2	36.6	42.3	29.4	34.0	24.8

Population Characteristics (Education)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Grammar school or less	MA	31.6	56.6	77.6	33.8	78.7	48.0	37.3	71.4	69.1	78.3
	A	21.6	35.2	71.9	18.2	67.3	25.8	18.2	51.7	47.6	50.3
	IO	21.3	23.5	53.0	11.1	43.9	18.5	10.6	31.5	30.6	35.8
Some high school	MA	34.6	54.4	83.7	26.2	75.7	39.4	35.9	71.7	71.1	71.7
	A	30.0	32.1	79.4	14.2	59.3	29.0	18.4	56.6	49.2	54.3
	IO	27.4	31.2	54.4	17.3	51.4	16.3	12.8	33.8	33.8	45.6

TABLE 40: (continued)

Population Characteristics (Education)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Completed high school	MA	35.8	38.7	85.8	24.8	82.1	34.0	29.8	69.3	62.2	69.3
	A	20.4	30.7	70.8	17.6	54.3	19.7	11.5	50.5	42.7	52.3
	IO	15.0	20.3	44.6	6.8	40.0	11.6	9.2	35.5	31.2	34.2
College or more	MA	28.6	39.7	75.9	20.7	72.4	31.0	19.3	63.0	60.0	63.6
	A	18.8	24.7	59.2	12.3	50.3	11.5	7.7	41.5	40.4	42.4
	IO	15.0	14.0	44.3	7.0	33.3	11.9	6.3	29.3	25.0	23.5

TABLE 41: PRESENCE OF CHILDREN, PERSONAL FAVORABILITY AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Presence of Children)	PFI	Neighbors' Attitudes			President's Attitude					
		Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
No children under 12 years old	MA	55.7	70.1	66.0	53.5	67.9	67.9	61.8	57.9	46.1
	A	19.0	43.1	32.5	28.3	41.1	42.3	52.4	48.1	40.8
	IO	10.6	24.0	16.1	25.6	33.8	36.7	25.9	27.7	20.5
Children under 12 years old	MA	62.6	69.1	64.2	45.2	59.3	57.4	64.8	66.9	54.2
	A	27.6	40.0	33.8	26.9	39.3	42.3	52.9	42.7	35.0
	IO	13.0	16.8	15.3	27.3	35.3	36.2	44.9	41.8	35.6

Population Characteristics (Presence of Children)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
No children under 12 years old	MA	31.3	51.2	79.0	25.?	70.0	37.0	26.3	68.5	62.4	66.9
	A	20.5	30.6	70.8	15.8	56.4	21.2	14.4	49.9	47.2	49.4
	IO	16.8	17.1	49.0	12.6	41.4	14.4	10.1	27.7	25.7	31.1
Children under 12 years old	MA	31.7	48.0	83.3	28.2	84.9	41.6	42.3	72.5	68.6	75.2
	A	25.2	30.4	68.4	16.5	60.5	21.3	13.5	49.5	43.9	51.0
	IO	22.3	26.1	47.5	8.0	38.4	15.6	9.2	40.2	35.9	39.4

TABLE 42: FAMILY INCOME, PERSONAL FAVORABILITY AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Family Income)	PFI	Neighbors' Attitude			President's Attitude					
		Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
Family Income $4,999 or less	MA	59.5	75.2	68.8	53.5	68.2	64.3	62.3	63.1	43.8
	A	22.4	42.1	31.3	28.7	37.9	39.1	51.0	43.5	34.2
	IO	13.7	14.4	13.7	26.5	31.0	32.5	35.3	33.3	27.8
Family Income $9,000 or less	MA	59.0	64.1	60.6	46.8	63.4	62.1	66.2	61.9	52.3
	A	23.5	43.8	36.8	26.9	41.0	43.1	52.8	48.4	41.1
	IO	11.8	22.5	17.4	21.1	32.2	35.8	37.1	35.2	25.6
Family Income $10,000 or more	MA	48.9	68.9	66.7	45.7	52.2	57.8	67.4	65.9	55.8
	A	16.7	33.3	29.2	22.7	35.4	35.1	55.8	50.5	44.1
	IO	6.2	22.9	15.6	30.2	33.3	39.6	26.0	28.1	26.3

Population Characteristics (Family Income)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Family Income $4,999 or less	MA	36.6	50.8	79.4	31.7	79.1	38.5	32.0	71.8	68.4	70.8
	A	24.8	31.6	73.6	19.8	65.5	24.5	18.1	52.0	48.3	52.5
	IO	22.0	26.3	52.1	13.0	49.6	14.0	11.8	33.0	33.0	40.0
Family Income $9,000 or less	MA	30.8	47.8	83.4	24.7	73.9	39.5	31.0	67.1	64.9	69.6
	A	22.6	29.0	68.9	12.2	53.0	20.3	11.2	52.4	42.6	50.9
	IO	18.0	21.1	48.9	8.0	41.8	11.7	6.7	32.3	29.8	32.3
Family Income $10,000 or more	MA	32.6	37.0	82.6	15.2	87.0	28.3	30.4	66.7	61.4	73.9
	A	14.4	30.6	64.3	14.7	52.1	14.4	6.3	39.8	42.4	42.9
	IO	13.5	13.4	39.2	7.2	27.1	16.5	9.3	29.7	22.8	23.7

TABLE 43: AGB, PERSONAL FAVORABILITY AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Age)	PFI	Neighbors' Attitude			President's Attitude			Congress	Congress Democrats	Republicans
		Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings			
39 years old or less	MA	62.0	74.1	66.9	43.4	56.6	56.4	65.3	65.2	52.4
	A	25.1	42.1	35.7	22.6	33.9	37.0	52.5	47.1	41.0
	IO	14.2	20.8	17.6	20.5	31.9	33.2	44.9	42.5	35.9
59 years old or less	MA	50.7	63.5	58.8	55.4	68.8	67.4	66.2	61.8	47.8
	A	18.8	42.0	33.1	31.5	41.3	44.4	52.5	45.7	35.7
	IO	10.3	19.7	17.3	29.7	30.8	38.4	25.7	25.7	17.7
60 years old or more	MA	60.0	66.7	76.7	54.8	77.4	67.7	53.8	59.3	46.4
	A	15.5	37.5	27.8	25.7	45.1	45.7	46.3	47.1	38.2
	IO	5.2	23.1	5.1	20.5	42.1	33.3	22.5	23.1	23.7

Population Characteristics (Age)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
39 years old or less	MA	35.3	44.0	85.2	28.1	81.5	36.3	33.5	72.2	63.7	76.1
	A	24.2	30.2	66.9	16.4	56.4	22.2	14.2	52.0	44.2	51.6
	IO	22.6	22.0	47.8	9.9	42.9	12.8	8.6	37.1	35.3	34.3
59 years old or less	MA	31.7	53.9	79.4	25.2	75.2	39.0	30.2	67.2	68.7	66.4
	A	21.5	30.9	72.4	14.4	56.9	20.3	13.1	49.2	46.2	48.6
	IO	13.8	19.7	46.9	8.8	37.1	13.6	8.7	29.1	22.1	29.9
60 years old or more	MA	30.0	38.7	74.2	22.6	66.7	41.0	23.3	63.0	64.3	60.7
	A	19.2	30.6	71.8	16.9	64.3	16.4	12.5	43.3	42.4	49.3
	IO	18.2	15.4	51.3	7.9	38.5	15.8	12.8	20.0	30.8	34.4

TABLE 44: POLITICAL PREFERENCE, PERSONAL FAVORABILITY AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Political Preference)	PFI	Neighbors' Attitudes			President's Attitude					
		Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republicans
Republican	MA	56.6	63.2	60.8	43.6	62.8	56.4	69.3	60.5	60.3
	A	21.9	38.9	36.5	23.8	35.2	47.2	48.4	38.8	36.8
	IO	10.6	17.3	15.4	29.0	35.4	37.0	31.5	30.0	28.3
Democrat	MA	59.0	72.7	67.1	53.6	67.6	67.0	63.9	65.9	46.3
	A	23.7	42.6	31.1	28.5	41.9	40.1	54.8	52.4	39.6
	IO	8.4	22.2	15.7	21.0	27.5	33.7	37.7	34.4	24.5

Population Characteristics (Political Preference)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Republican	MA	37.5	46.9	85.2	28.8	83.5	46.3	34.2	69.6	69.4	77.6
	A	19.8	25.0	64.9	13.0	52.3	17.3	9.4	45.7	39.6	45.4
	IO	18.2	18.5	46.3	10.7	40.1	11.5	8.6	27.0	28.7	31.0
Democrat	MA	32.2	46.9	79.8	24.8	76.9	36.8	30.6	69.7	65.2	69.5
	A	24.7	32.8	74.2	17.3	59.7	23.4	14.6	51.2	46.0	53.4
	IO	18.1	21.8	47.6	8.5	37.7	19.9	12.8	35.9	31.1	34.4

TABLE 45: RELIGION, PERSONAL FAVORABILITY AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Religion)	PFI	Neighbors' Attitudes			President's Attitude					
		Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republ
Protestant	MA	52.7	64.1	62.4	47.4	61.0	59.0	64.9	63.5	49.
	A	21.2	40.4	32.7	25.8	36.9	39.4	51.2	44.1	37.
	IO	11.1	17.4	14.6	25.5	31.5	36.3	34.7	33.0	26.
Catholic	MA	65.4	77.6	67.3	55.2	68.6	67.3	63.9	62.6	50.
	A	23.7	48.4	39.5	28.3	40.5	42.1	53.2	50.3	39.
	IO	15.0	28.8	21.3	21.3	32.5	35.0	37.8	37.5	29.

Population Characteristics (Religion)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Protestant	MA	31.8	49.3	80.2	25.4	75.8	34.1	29.8	65.8	66.7	72.1
	A	25.2	26.5	70.1	15.0	59.0	19.4	13.4	49.9	45.3	48.1
	IO	18.9	19.4	48.1	8.8	41.5	11.3	7.6	29.5	28.3	30.8
Catholic	MA	35.2	43.1	83.5	27.8	79.8	45.0	36.7	75.0	63.7	67.3
	A	14.8	40.6	73.4	15.6	54.9	26.3	13.7	50.3	43.9	54.4
	IO	18.5	27.7	50.0	13.3	42.5	19.5	13.4	44.3	36.0	39.5

TABLE 46: SEX, PERSONAL FAVORABILITY AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Sex)	PFI	Neighbors' Attitude			President's Attitude					
		Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings	Congress	Democrats	Republican
Male	MA	58.1	65.3	63.7	51.4	59.2	62.3	61.9	65.5	50.3
	A	25.0	42.2	36.7	28.3	42.6	45.0	47.9	44.3	37.4
	IO	11.1	20.2	17.2	27.1	34.7	38.7	26.9	29.6	22.6
Female	MA	57.1	72.5	65.1	48.7	67.5	62.3	67.6	62.0	50.3
	A	19.8	41.5	31.8	25.5	35.5	38.0	55.7	48.1	39.2
	IO	11.8	20.0	14.7	22.3	29.8	33.2	41.7	36.9	31.3

Population Characteristics (Sex)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Male	MA	25.3	48.3	79.2	18.0	71.3	32.7	28.9	63.8	65.7	73.2
	A	20.6	35.4	67.5	15.9	55.3	18.9	11.9	42.2	40.4	47.3
	IO	14.6	18.7	42.3	5.6	32.0	10.9	6.4	30.2	27.6	28.3
Female	MA	39.6	46.9	83.6	33.2	82.8	42.5	33.7	73.9	66.3	69.2
	A	23.8	26.8	72.3	15.6	59.4	23.1	15.1	56.3	48.2	52.1
	IO	21.5	22.5	52.9	13.4	48.5	16.3	11.8	34.3	30.9	36.7

TABLE 47: RESIDENCE, PERSONAL FAVORABILITY AND ATTRIBUTIONS

% +3 (Maximum Approval Attribution)

Population Characteristics (Residence)	PFI	Neighbors' Attitude			President's Attitude			Congress	Democrats	Republicans
		Family Shelters	Public Shelters	Shelters in Buildings	Family Shelters	Public Shelters	Shelters in Buildings			
Metropolitan, 2 million plus	MA	60.9	74.7	69.8	46.0	56.3	62.8	66.7	60.7	48.8
	A	27.3	41.4	38.8	29.9	41.0	43.3	54.2	50.4	42.7
	IO	13.2	22.0	18.7	25.8	30.7	32.6	31.1	34.8	25.8
Smaller metropolitan (less than 2 million)	MA	56.6	64.8	61.7	46.8	61.1	57.1	66.9	70.9	52.4
	A	21.2	42.1	36.2	24.3	41.3	39.8	50.4	46.9	37.9
	IO	11.0	22.2	14.7	23.3	33.7	33.7	31.8	29.9	23.3
Rural county with city of 10,000 plus	MA	48.9	62.2	53.3	43.5	60.9	52.2	60.0	51.1	44.4
	A	26.2	47.7	33.6	33.0	37.1	44.3	54.1	40.2	34.0
	IO	8.8	13.2	11.8	23.5	29.4	35.3	33.8	29.9	29.9
Rural county with no city of 10,000	MA	60.5	75.0	69.7	62.5	78.5	75.9	63.2	61.6	52.1
	A	16.1	37.5	25.9	23.6	32.9	39.2	51.7	46.1	38.3
	IO	12.5	19.2	19.2	27.6	32.9	45.3	44.6	41.9	33.8

Population Characteristics (Residence)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Your Local Editor	Local Clergy
Metropolitan, 2 million plus	MA	37.9	62.9	88.8	29.4	74.2	44.3	37.9	77.1	72.8	79.8
	A	22.1	36.0	65.4	13.5	46.3	25.2	12.0	49.6	44.1	56.7
	IO	22.1	25.0	46.7	6.7	28.6	14.4	14.3	36.1	35.4	38.8
Smaller metropolitan (less than 2 million)	MA	32.0	50.8	85.2	29.7	78.7	43.0	34.6	76.9	70.5	75.4
	A	18.5	31.4	73.9	16.5	55.3	19.4	12.8	47.8	47.3	51.6
	IO	14.9	22.4	48.0	10.1	34.9	15.4	7.0	33.3	27.4	31.0

TABLE 47: (continued)

% +3 (Maximum Approval Attribution)

Population Characteristics (Residence)	PFI	Young Persons	Old Persons	Married People with Children	Single Persons	Large City Residents	Small Town Residents	Farmers	Your Mayor	Local Editor	Local Clergy
Rural county with city of 10,000 plus	MA	27.7	29.8	66.0	14.9	70.2	27.7	19.1	46.5	46.5	52.4
	A	21.1	25.7	64.5	16.7	63.1	22.9	13.1	53.7	36.7	44.4
	IO	20.3	12.1	38.8	7.6	47.6	10.4	4.5	28.6	26.8	28.1
Rural county with no city of 10,000	MA	33.8	35.4	77.5	25.0	84.8	30.0	26.9	61.4	62.5	64.5
	A	30.1	28.1	71.9	15.7	67.5	19.5	17.0	51.5	46.2	44.8
	IO	19.5	18.7	55.7	13.2	60.5	11.5	11.8	27.9	28.4	32.0

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13 ABSTRACT

The objective of this paper is to examine the attitudes toward Civil
Defense that the American public attributes to various groups and
individuals. We find that a sample of the American public believes that
all the groups and individuals we ask about in our study feel favorably
toward Civil Defense. However, some groups are much more frequently
cited as favoring Civil Defense than others. The respondents' personal
feelings toward Civil Defense are also highly favorable. Thus, although
there is variation in attribution patterns dependent upon the group to
which the attributions are made and there exist differences in the
personal feelings of respondents, most people support Civil Defense and
most people believe that a wide range of groups and individuals support
Civil Defense. Given these general results, we find that attribution
patterns also vary according to the population characteristics of
respondents (e.g., age, sex, income, etc.) and the personal attitudes
of respondents (the more favorable one is toward Civil Defense, the
more likely he is to believe others to be favorable). Finally, the
influence of personal favorability upon attributions is mediated by
population characteristics. Holding favorability constant, attribution
patterns vary according to the particular population characteristics
of respondents.

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| 14 | LINK A | | LINK B | | LINK C | |
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